WHAT IS CLAIMED IS:

1.   A game device, comprising:

advertisement   displaying   means   for   displaying   an

5   advertisement on a game screen;

advertisement point calculating means for calculating an

advertisement point of the advertisement displayed on the game

screen;

point comparing means for comparing an accumulated value of

10   the advertisement point, which is calculated by the advertisement

point calculating means with a predetermined guaranteed point; and

related advertisement output means for outputting a related

advertisement which relates to the advertisement in response to

a comparison result by the point comparing means.

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2.   A game device according to claim 1, wherein the related

advertisement output means outputs audio which relates to the

advertisement as the related advertisement.

20   3.   A game device according to any one of claims 1 and 2,

wherein the related advertisement output means displays an image

which relates to the advertisement as the related advertisement.

4.   A game device according to claim 3, wherein the image

25   related to the advertisement is a still image.

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5.   A game device according to claim 3, wherein the image related to the advertisement is a motion image.

6.   A game device according to any one of claims 1 to 5, wherein the related advertisement output means includes related advertisement data storing means which stores related advertisement data for representing a content of the related advertisement and output time identifying information for indicating output time for outputting the related advertisement, which are in relation to each other, and the related advertisement output means monitors arrival of the output time in response to the comparison result by the point comparing means and outputs the related advertisement based on the related advertisement data when the output time has arrived.

7.   A game device according to any one of claims 1 to 6, further comprising:
     means for receiving data concerning any one of the advertisement and the related advertisement from another device.

8.   A game device according to any one of claims 1 to 7, wherein the advertisement point calculating means includes means for obtaining displayed amount information of the advertisement on the game screen, and calculates the advertisement point based on the displayed amount information of the advertisement.

9.   A game device according to any one of claims 1 to 8, wherein the advertisement point calculating means includes means

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for obtaining display quality information of the advertisement on the game screen, and calculates the advertisement point based on the display quality information of the advertisement.

5   10.   A game device according to any one of claims 1 to 9, wherein the point comparing means includes time information obtaining means for obtaining time information and decides a period for accumulating the advertisement point based on the time information.

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11.   A game device according to any one of claims 1 to 9, wherein the point comparing means includes game advancement level obtaining means for obtaining an advancement level of a game provided on the game screen, and decides a period for accumulating

15   the advertisement point based on the advancement level of the game.

12.   A game machine control method, comprising:

an advertisement displaying step of displaying an advertisement on a game screen;

20   an advertisement point calculating step of calculating an advertisement point of the advertisement displayed on the game screen;

a point comparing step of comparing an accumulated value of the advertisement point, which is calculated by the advertisement

25   point calculating step with a predetermined guaranteed point; and

a related advertisement output step of outputting a related advertisement which relates to the advertisement in response to

a comparison result by the point comparing step.

13. A method according to claim 12, wherein audio which relates to the advertisement is output as the related advertisement in the related advertisement output step.

14. A method according to any one of claims 12 and 13, wherein an image which relates to the advertisement is displayed as the related advertisement in the related advertisement output step.

15. A method according to claim 14, wherein the image related to the advertisement is a still image.

16. A method according to claim 14, wherein the image related to the advertisement is a motion image.

17. A method according to any one of claims 12 to 16, wherein the related advertisement output step refers to related advertisement data storing means which stores related advertisement data for representing content of the related advertisement and output time identifying information for indicating output time for outputting the related advertisement, which are in relation to each other, and the related advertisement output means monitors arrival of the output time in response to the comparison result by the point comparing means, and outputs the related advertisement based on the related advertisement data when the output time has arrived.

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18.   A method according to any one of claims 12 to 17, further comprising:

a step of receiving data concerning any of the advertisement and the related advertisement from other device.

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19.   A method according to any one of claims 12 to 18, wherein the advertisement calculating step includes a step of obtaining the displayed amount information of the advertisement on the game screen, and calculates the advertisement point based

10   on the displayed amount information of the advertisement.

20.   A method according to any one of claims 12 to 19, wherein the advertisement point calculating step includes a step of obtaining display quality information of the advertisement on

15   the game screen, and calculates the advertisement point based on the display quality information of the advertisement.

21.   A method according to any one of claims 12 to 20, wherein the point comparing step includes a date and time

20   information obtaining step of obtaining time information, and decides a period for accumulating the advertisement point based on the time information.

22.   A method according to any one of claims 12 to 20,

25   wherein the point comparing step includes a game advancement level obtaining step of obtaining an advancement level of a game provided on the game screen, and decides a period for accumulating the

advertisement point based on the advancement level of the game.

23.   An information storage medium for storing a program for causing a computer to function as:

advertisement   displaying   means   for   displaying   an advertisement on a game screen;

advertisement point calculating means for calculating an advertisement point of the advertisement displayed on the game screen;

point comparing means for comparing an accumulated value of the advertisement point which is calculated by the advertisement point calculating means with a predetermined guaranteed point; and

related advertisement output means for outputting a related advertisement which relates to the advertisement in response to a comparison result by the point comparing means.

24.   An information storage medium according to claim 23, wherein the related advertisement output means is an information storage medium for storing a program for outputting audio which relates to the advertisement as the related advertisement.

25.   An information storage medium according to any one of claims 23 and 24, wherein the related advertisement output means is an information storage medium for storing a program for displaying an image which relates to the advertisement as the related advertisement.

26.   An information storage medium according to claim 25, wherein the image which relates to the advertisement is a still image.

5   27.   An information storage medium according to claim 25, wherein the image which relates to the advertisement is a motion image.

28.   An information storage medium according to any one 10 of claims 23 to 27, wherein the related advertisement output means includes related advertisement data storing means which stores related advertisement data for representing a content of the related advertisement and output time identifying information for indicating output time for outputting the related advertisement, 15 which are in relation to each other, and the related advertisement output means monitors arrival of the output time in response to the comparison result by the point comparing means and outputs the related advertisement based on the related advertisement data when the output time has arrived.

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29.   An information storage medium according to any one of claims 23 to 28, wherein the program further causes the computer to function as means for receiving data concerning any of the advertisement and the related advertisement.

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30.   An information storage medium according to any one of claims 23 to 29, wherein the advertisement point calculating

means includes means for obtaining displayed amount information of the advertisement on the game screen, and calculates the advertisement point based on the displayed amount information of the advertisement.

31. An information storage medium according to any one of claims 23 to 30, wherein the advertisement point calculating means includes means for obtaining display quality information of the advertisement on the game screen, and calculates the advertisement point based on the display quality information of the advertisement.

32. An information storage medium according to any one of claims 23 to 31, wherein the point comparing means includes time information obtaining means for obtaining time information and decides a period for accumulating the advertisement point based on the time information.

33. An information storage medium according to any one of claims 23 to 31, wherein the point comparing means includes game advancement level obtaining means for obtaining an advancement level of a game provided on the game screen, and decides a period for accumulating the advertisement point based on the advancement level of the game.